

Please DENY the sale of WTVJ-TV NBC6 (Florida's oldest TV station) to the Post-Newsweek Company, owners of WPLG-TV Channel-10 ABC.

The approval of this would be wrong for so many reasons to the people and communities of Miami-Dade, Broward and Monroe counties.

There is nothing good that will come out of this proposed sale to Post-Newsweek. When both entities merge it will mean a more than a 25% reduction (count the total number of news hours, not just the stations) of editorial and TV coverage among English speaking viewers.

It's a loss of coverage and jobs, over two-hundred, that will likely never come back. Once the stations merge, the local news, and nearly everyone else at WTVJ-TV NBC 6, will likely be gone right after or shortly after the sale. The silence from Post-Newsweek regarding their future plans for all of NBC 6 is frightening.

Post-Newsweek is attempting to operate a duopoly under FCC rules, by taking advantage of a loophole I don't believe was planned for in this rule, in addition to wording that is shaky at best when applied to a TV market as large and diverse as Miami's.

The FCC rule change in question, dated August 5, 1999, reads as follows...

Permit common ownership of two television stations within the same DMA if eight full-power independent television stations (commercial and noncommercial) will remain post-merger, and one of the stations is not among the top four-ranked stations in the market based on audience share;

The rule was presumably created to allow a larger TV station, WFOR-TV for example, to purchase and run a smaller TV station such as a WBFS-TV channel 33. WBFS-TV was a small independent station with few employees and no news department, most of which were absorbed in WFOR. The bonus was additional news coverage, not less and two efficiently run stations.

They are using a ratings system that is as cyclical as the weather. Ratings go up and down daily, monthly, yearly, but they always change. NBC and/or Post- Newsweek is trying to take advantage of a very short-term window/loophole that some might say NBC helped to create. Is it possible NBC, who is currently broadcasting the Olympics this month, is glad those ratings won't be used to determine where WTVJ is in the marketplace. Our ratings are currently number one in Miami from sign-on to sign-off. From what I understand, Post Newsweek is only using the 9am to midnight time period, from whatever monthly time period they chose. It does NOT include several key daily time periods. Our highly rated 5am-7am local news, the highly rated Today Show from 7am to 9am and the second half hour of the Tonight Show with Jay Leno.

The eight plus TV stations? That includes English and Spanish language. Ever since Telemundo-51 was purchased by NBC, it was billed as a duopoly. It is nothing more than a shared facility for two separate entities. Separate news departments remained both with their own individual editorial policy. Very few positions were lost, nearly all through attrition. When comparing the English & Spanish viewers, we were always told it was apples and oranges. There is little or no crossover viewership, something to consider when the next hurricane strikes our area. WTVJ is considered to be in the 17th largest TV market, WSCV in the 3rd. How can you compare WTVJ to/with the Spanish language stations?

Anyone following the news in the broadcasting and newspaper industries knows of the tremendous downsizing. We've already been through that. No One is trying to stop a sale, just not to a potential owner already in town. I don't believe the duopoly rule was intended for use this way. This is total elimination of competition and personnel. There were several other very capable bidders/operators.

It would be nearly impossible to list all the good things WTVJ alone has done for this community over the last 50+ years. If WTVJ were gone, how good can this be for South Florida? What remains? A look into the future... A WTVJ/WPLG merger would create a duopoly

that the owners of WSVN-TV might not enjoy. WSVN-TV's owner already owns two TV stations in Boston. Let's say they wanted to level the playing field here in Miami.. Another english language station, such as WFOR-TV, would/could very well be in a situation just like ours. Please understand, there might be a time Miami/Ft Lauderdale could have only two news departments in town in the near future. Does this serve the growing number of residents of south Florida?

This proposed sale has too many flaws that would have a huge negative affect on our community.

Please deny the proposed sale of WTVJ-TV to Post-Newsweek.